

# INFORMATION EXCHANGE

August 2003

## *Resources for Workforce Development Programs*

### *Contents*

<i>Workforce Development Update</i>	2
<i>Older Workers Offer Remedy for Skilled Labor Shortage</i>	3
<i>Children's Collective/ City of Long Beach Celebrate Child Care Center Grand Opening</i>	3
<i>Silver Tool Box Training Now Available</i>	4
<i>Health Care Study Looks at Shortages and Career Ladders</i>	4
<i>Career Development Facilitator Training Available</i>	5
<i>Santa Monica College Hosts Hispanic Association of Colleges and Universities</i>	5
<i>Check It Out!</i>	6
<i>August Calendar</i>	7

## ***The Employment Training Network***



### ***Technical Assistance is just a phone call away!***

If you are in need of immediate technical assistance, call the Employment Training Network!

We will refer a professional consultant who will come on site and provide whatever assistance you require - at little or no cost to your Workforce Investment Act-funded agency.

We also maintain a lending library which contains a wide variety of current, relevant resources that can be accessed by calling (916) 654-8386.

If a visit to another WIA program is what you need - call us! We will help pay the cost for travel to visit exemplary programs.

For information about using our services please call (916) 654-8896.



## Workforce Development Update

### Two New Workshops Offered by CBU!

#### *Assess With Finesse*

The Capacity Building Unit (CBU) has recently developed a dynamic new workshop for career development and workforce investment professionals who use assessment tools with their WIA participants. This one-day course is designed for case managers, job developers, and employment specialists who want to increase their knowledge of informal and formal assessment tools.

During this interactive workshop, participants will have an opportunity to complete an on-line self-assessment and will be introduced to a state-of-the-art internet-based assessment system. They will be given the tools to help them achieve increased placement and job retention outcomes.

If you are interested in hosting this workshop, please contact Suzette Cobb at (916) 653-8187, or e-mail at [scobb@edd.ca.gov](mailto:scobb@edd.ca.gov).

#### *Quick Fixes for Frontline Staff*

Are you wondering how you will accomplish everything required of you on the job? Do you have several "rush" priorities due at the same time? What will you do about that co-worker who frequently challenges your sanity? Do you have a client who is perpetually angry? A new workshop is being developed by the Capacity Building Unit of the Workforce Investment Division to help provide solutions, or quick fixes, to challenges such as these. "*Quick Fixes for Frontline Staff*" is a one-day workshop designed for any local Workforce Investment Area or One-Stop staff who regularly interact with customers and want to address personal issues related to stress and conflict in the workplace.

Workshop participants will have an opportunity to examine responses related to managing change, organizing time, balancing multiple priorities, coping with stress and handling conflict in the workplace. A variety of "quick fixes" will be explored for meeting the challenges while keeping a positive attitude at work. This interactive workshop is especially useful for staff interested in some pointers for making their day as stress free as possible.

If you are interested in hosting "*Quick Fixes for Frontline Staff*," please contact Michelle Haakenson at [mhaakens@edd.ca.gov](mailto:mhaakens@edd.ca.gov) or call (916) 654-9815.

### Mark Your Calendars!

**California Workforce Association -  
*Meeting of the Minds in Monterey,  
Smart Moves in Tough Times***  
August 25-27, 2003-Monterey  
[www.calworkforce.org](http://www.calworkforce.org)

**Dr. Sally Gelardin -  
*Career Development Facilitator (CDF) Training &  
CDF Instructor Training***  
August 9-10; 15-16; 22-23; 29-30, 2003  
-Oakland  
(415) 461-4097  
[www.gelardin.net/lifeworks](http://www.gelardin.net/lifeworks)

**California Council for Excellence &  
Mark Graham Brown -  
*Linking Performance to Success: Developing a  
Winning Strategy and Scorecard***  
August 15, 2003-Rancho Cordova  
[www.caexcellence.org](http://www.caexcellence.org)

**Robbin & Associates -  
*The Radar Approach to Job Retention for People with  
Disabilities***  
August 19, 2003-Sunnyvale  
***Are You Talking Like Businesses Think?, How to Get  
the Private Sector to Use Your Disability Employment  
Services!***  
August 21, 2003-Sunnyvale  
(510) 834-8524  
e-mail: [larryrobbin@aol.com](mailto:larryrobbin@aol.com)

**California Council for Excellence & Karen Trisko -  
*Internal Assessment Certification Course, Applying  
the Baldrige Criteria In Your Own Organization***  
October 21-22, 2003-Glendale  
[www.caexcellence.org](http://www.caexcellence.org)

### Older Worker Week

#### Older Workers Offer Remedy for Skilled Labor Shortage

Many employers are discovering that finding and keeping skilled workers is a serious challenge to their bottom line. Because there are not enough younger workers available to replace older workers as they begin to retire, this overall scarcity of skilled workers will only get worse. According to a Deloitte and Touche survey of 400 top executives U.S. organizations will face even greater staffing difficulties by 2005 than they do today, and retaining qualified front-line workers will become increasingly difficult. What can savvy employers do to help solve this critical problem?

If America is going to solve its skills labor shortage, one solution is simple: retain and train the aging workforce. According to the Bureau of Labor statistics, the number of workers 45 to 54 will increase more than 50 percent by 2006. In contrast, the number of workers between 25 to 34 entering the job market will decrease by 9 percent. In addition, the labor market will continue to age for the next 20 years.

Many creative organizations have already discovered the value of older workers and are profiting from it. Here are a few tips to help you do the same.

- Review the company culture to determine if age bias is robbing the organization of needed talent. Are you inadvertently limiting access to job hiring, promotion and training?

- Instead of watching valuable knowledge walk out the door through early retirement, consider phased retirement programs, or hiring workers back as consultants. Flexible work hours and telecommuting are also keeping valuable skills in-house.

- Revise traditional training policies and methods if they could contribute to skill stagnation. Organizations with open access training through low-cost corporate "Universities" are finding many older employees regularly upgrade their skills.

In recognition of National Employ the Older Worker Week (September 21-27, 2003), the California Employment Development Department is establishing a collection of "best practices" to assist both organizations and older workers in creating a more productive work climate. Innovative practices of public and private organizations are highlighted on the EDD Web site at [www.edd.ca.gov/swaorep/swaoemp.htm](http://www.edd.ca.gov/swaorep/swaoemp.htm). To share your successful practice, please send it to: [swao@edd.ca.gov](mailto:swao@edd.ca.gov).

As new sources of labor become scarce, employers can stay more competitive by not overlooking this talented, largely untapped employee base.

### Partnerships

#### Children's Collective/City of Long Beach Celebrate Child Care Center Grand Opening

It's a collaborative effort between two entities that are committed to meeting the needs of the community that works. It provides job training for parents, day care for their children and a much more positive outlook for the Long Beach workforce.

It's the joint efforts of the City of Long Beach Career Transition Center and the Workforce Investment Act of The Children's Collective, Inc., making it possible for single parents to have a safe and secure place to leave their children under the care of trained professionals, and be able to confidently develop the skills they need in order to obtain gainful employment.

"This is truly a prime example of where the community proves to be the servant of the individual," noted Children's Collective, Inc., Executive Director, Dr. Jackie Kimbrough, "while each individual serves as a source of progress for the community. This program, thanks to the willing partnership and leadership of the City of Long Beach Career Transition Center, will ultimately not only put more residents in the Long Beach

workforce, stimulating the local economy, it will also assist in stabilizing homes and enhance the sense of dignity and self respect for many of the participants."

WIA, just one of a plethora of programs offered to the public by the Children's Collective, Inc., focuses on child development services as a means of assisting unemployed adults to improve and strengthen their employment skills.

The WIA Drop-In Child Care Program, one of several which WIA is operating throughout Los Angeles County, is designed to facilitate the job search efforts of parents with young children. Care is available during "One-Stop" hours in order for parents to attend employment preparation workshops, interviews with employers, and appointments with their career counselors, case managers, and job developers, without carrying the burden of who will care for their children.

For more information, please call The Children's Collective, Inc. at (323) 231-1367 or visit [www.childrencollective.org](http://www.childrencollective.org).

## Older Workers

### Silver Tool Box Training Now Available

The Senior Worker Advocate Office, a part of the Public Affairs Branch of the Employment Development Department, is offering a workshop for staff assisting senior workers.

This popular three-hour workshop, entitled the “Silver Tool Box”, is designed for all One-Stop staff, from initial intake to manager. It offers technical assistance in meeting the needs of job seekers who are 40 years of age and older.

It is a three-part workshop focusing on awareness, assessment and resources. The Workforce Investment Act recognizes The Senior Community Service Employment Program or Title V as a mandated partner. Title V requires participants to be age 55 and low income. However, with

the aging population, there are an increasing number of clients who do not meet these requirements who need services. This leaves a large number of clients, those from age 40 to 54, who do not qualify for any targeted assistance. Senior workers have special needs in finding employment, not the least of which is learning how to ask for help.

These mature, experienced workers probably never had to look for work or write a resume. With their experience, a presumption can exist that they do not need help. This workshop will address these issues and many more in an interactive environment.

For further information, please telephone the Senior Worker Advocate Office at (916) 654-6502 or e-mail at [swao@edd.ca.gov](mailto:swao@edd.ca.gov).

## Health Care Labor Market

### Health Care Study Looks at Shortages and Career Ladders

A new report on the California health care labor market is now available in the ETN library. “*LMI Help for Health Care*” helps the state respond to its critical health care labor shortage by providing four guides targeted to key partners: training providers, industry leaders, health care workers, and students. Included in the *LMI Help for Health Care* suite of products is a guide to developing career ladders, regardless of industry. The Employment Development Department’s Labor Market Information Division conducted the study and authored the reports.

The capacity of California’s education and training institutions to graduate RNs does not meet California’s growing needs. Over 50 percent of new California RNs licensed in 2001-2002 came from other states or countries. The State estimates there will be 97,500 registered nurse (RN) job openings between 2000 and 2010. Other caregivers such as nursing aides and home health aides also are in short supply, due in part to a lack of upward mobility in their jobs.

The three publications include the following: *Help Wanted: Making a Difference in Health Care*, a labor market and occupational skills gap analysis; *Careers Under Construction*, a cross-industry guide for creating career ladder programs; and *Health Care Careers*, a set of easy-to-read career guides for students and counselors. Also included are three posters for school career centers: *Find a Match for Your Interests in the Health Care Industry*, *Satisfy Your Values in Health Care Careers*, and *Health Care Industry Careers - Room to Learn and Grow!*

The first publication, *Help Wanted: Making a Difference in Health Care* addresses the problem of recruitment and turnover in the nursing profession. Four direct-care occupations in health care—licensed vocational nurses, medical assistants, nursing aides, and home health aides—were compared to RNs. The study identified significant differences between RN skill levels and the four other health care occupations, ranging from knowledge of chemistry and management to communicating with physicians and patients. Areas where skill levels matched are also noted.

A second tool, *Careers Under Construction*, provides guidelines and resources for workforce investment partners, employers, and businesses considering career ladders as a means of developing and retaining a skilled workforce.

*Health Care Careers* profiles 48 health care occupations that require a bachelor’s degree or less. These California-specific career guides are geared for students and others who are interested in health, as well as for career counselors.

The last module is a set of three posters for school career centers, classrooms, and One-Stop employment centers. The posters identify the values, interests, wages, and education associated with health care careers.

These publications are available at no charge on EDD’s Web site: [www.calmis.ca.gov/FILE/OCCMISC/HealthCareProject.htm](http://www.calmis.ca.gov/FILE/OCCMISC/HealthCareProject.htm), or may be ordered by calling EDD’s Labor Market Information Division at (916) 262-2162.

## **Career Development Facilitator Training Available**

The field of career development is growing, and so is the demand for well-trained, credentialed staff. Employees enhance their value by updating knowledge and skills critical to job performance and program success. The Career Development Facilitator (CDF) credential was developed to provide standards, training specifications, and credentialing for career providers who are currently providing career assistance, but who are not professional counselors.

Career Development Facilitators work in a variety of public and private industry settings. A CDF may serve as a career group facilitator, job search trainer, career resource center coordinator, career coach, career development case manager, intake interviewer, occupational and labor market information resource person, human resource career development coordinator, employment/placement specialist, or a workforce development staff person. Those who successfully complete the training may qualify for the Center for Counseling & Education's (CCE) Global Career Development Facilitator certificate.

CDF competencies include helping skills, labor market information and resources, working with diverse populations, technology and career development, ethical and legal issues, employability skills, consultation/supervision, training clients and peers, career development theories and models, program management and implementation, assessment, promotion and public relations.

The National Career Development Association has added an instructional unit that addresses the Workforce Investment Act of 1998 and the creation of One-Stop Centers throughout the country.

Various groups worked with CCE to develop requirements for the CDF credential. These organizations--including the National Career Development Association (NCDA), the National Employment Counseling Association (NECA), and the National Association of Workforce Development Professionals (NAWDP)--endorsed the CDF credentialing requirements. CDFs must have a combination of education and work experience as specified in the credential guidelines.

In addition to the education and work experience, persons who want to become CDFs must complete an approved CDF curriculum that includes 120 hours of classroom training and field experience. A handful of California one-stops have employees on their staff that have been trained as Instructors to teach the CDF curriculum to their staff. For those agencies that do not have a certified in-house CDF Instructor, training is provided by certified CDF Instructors in the field.

For more information or to obtain an application for either the CDF or CDF Instructor training, contact Dr. Sally Gelardin at (415)461-4097 or e-mail [lifeworks@gelardin.net](mailto:lifeworks@gelardin.net).

## **Santa Monica College Hosts Hispanic Association of Colleges and Universities**

Santa Monica College hosted the Hispanic Association of Colleges and Universities (HACU) 2003 National Workforce Conference from May 7-9. The theme "Strategic Partnerships for Excellence in Workforce Development" allowed the 200 participants to collaborate on issues facing the system in 2003-2004.

The speakers were able to provide Federal, State, and Community College Perspectives. Armando Quiroz (Regional Administrator, Region 6, U.S. DOL, ETA) and Paul Gussman (Deputy Director, California WIB) set a positive tone with the Plenary kickoff subject of "Doing More with Less." Dr. Piedad F. Robertson, President/Superintendent, of Santa Monica College welcomed the participants and opened the conference.

The Conference Steering Committee included Los Angeles Worksource Centers from Wilshire-Metro, Hollywood, JVS, Marina Del Rey and seven Community Colleges from Los Angeles and Orange Counties. Business was represented by the Orange County Business Council and the Culver City Chamber of Commerce. The Mexican American Opportunities Foundation represented non-profits.

Eleven sessions covered a range of critical subjects including grants, technology, partnerships, legislation and best practices.

For more information on HACU visit [www.hacu.net](http://www.hacu.net) or call Tony Leiva at (210) 576-3222.



# Check It Out!

The resource materials listed below are available for loan from the ETN library. Please leave a message at (916) 654-8386 with your requests. Available items will be shipped within 24 hours of request. If an item is already checked out, you will be placed on a reserve list.

## TIME MANAGEMENT

*Conquer the Chaos: The Best Ideas in Time Management*, Briefings Publishing Group (Video) (J2215-AV)

*The Everything Time Management Book, How to Get it All Done and Still Have Time for You!*, Adams Media Corporation (J2151)

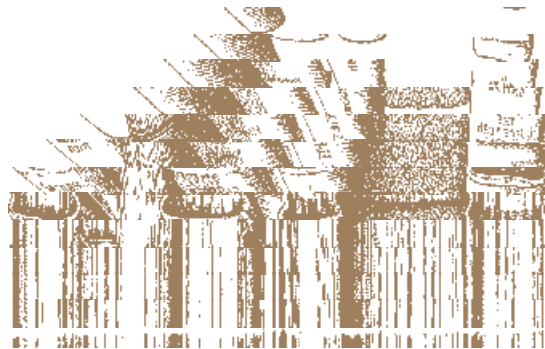
*Time Management for Unmanageable People, The Guilt-Free Way to Organize, Energize, and Maximize Your Life*, Bantam Doubleday Dell Publishing Group (J1959)

## EMPLOYABILITY SKILLS

*Managing Workplace Negativity*, American Management Association (J2232)

*Future @ Work, An Employee Survival Guide for the 21st Century*, Hickory Press (J2242)

*Ready to Go: Language, Lifeskills, Civics*, Pearson Education, Inc. (Workbook & Instructor's Guide) (J2244)



*Managing Disagreement Constructively, Conflict Management in Organizations*, Crisp Publications (J2011)

## CHANGE MANAGEMENT

*Thriving On Change, Turning Challenge Into Success*, National Press Publications (J1939)

*Managing Change at Work, Leading People through Organizational Transition*, Crisp Publications (J2021)

## GRANT WRITING

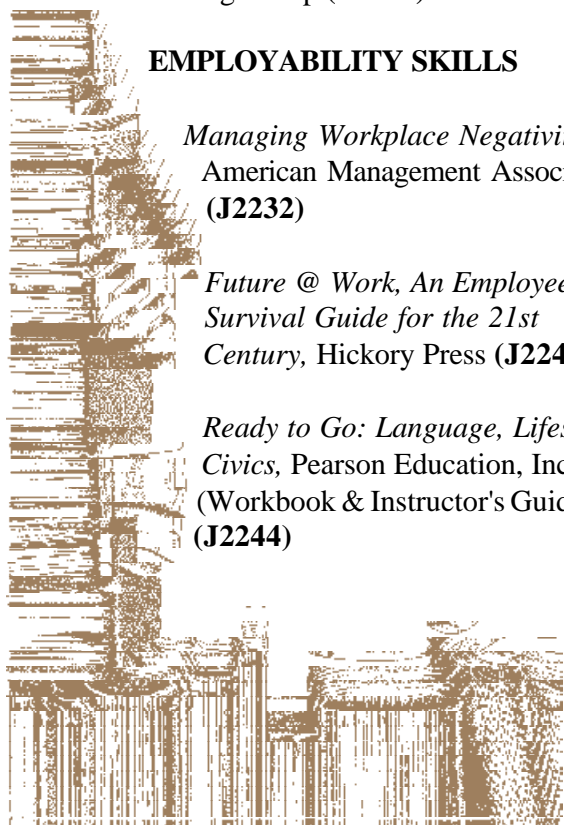
*Getting Funded, The Complete Guide to Writing Grant Proposals*, Continuing Education Press (J2243)

## OCCUPATIONAL OUTLOOK

*Health Care Careers*, Labor Market Information Division, Employment Development Department (J2245)

*Help Wanted: Making a Difference in Health Care*, Labor Market Information Division, Employment Development Department (J2246)

*Careers Under Construction, Models for Developing Career Ladders*, Labor Market Information Division, Employment Development Department (J2247)



# INFORMATION EXCHANGE

## AUGUST 2003

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
				1
4	5 <div>Quick Fixes for Frontline Staff Visalia-(559) 713-5236</div>	6 <div>Quick Fixes for Frontline Staff Fresno-(559) 486-5701</div>	7	8
11	12 <div>WIA Case Management for Adults Santa Cruz- (831) 454-4584</div>	13 <div>"Out of School: Got the WIA Hook-Up" San Bernardino- (909) 381-7916</div>	14	15
18	19 <div>Quick Fixes for Frontline Staff San Luis Obispo- (805) 788-2603</div> <div>WIA Exit Strategies-Youth San Bernardino City- (909) 888-7881</div>	20 <div>Training for Trainers Workshop Ventura- (805) 240-7016</div>	21	22
25	26 <div>Quick Fixes for Frontline Staff Loomis- (916) 652-0933</div>	27 <div>WIA Exit Strategies-Youth Long Beach- (562) 570-7735</div>	28 <div>WIA Adult &amp; Dislocated Worker Performance Management Long Beach-(562) 570-7735</div>	29
<div>California Workforce Association- Meeting of the Minds in Monterey Monterey-<a href="http://www.calworkforce.org">www.calworkforce.org</a></div>				

\*Training in shaded boxes conducted by the Capacity Building Unit - [www.edd.ca.gov/wiarep/wiacal.htm](http://www.edd.ca.gov/wiarep/wiacal.htm)

# INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK

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## THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

*Information Exchange* is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - [dcoad@edd.ca.gov](mailto:dcoad@edd.ca.gov); Internet site: [www.trainingnetwork.org](http://www.trainingnetwork.org)

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of areas. Local Workforce Investment Area (LWIA) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

**EDD is an equal opportunity employer/program.**